

# SEO CASE STUDY



## Prior to SEO

A law firm came to us in May of 2020 with a reasonably robust online presence. They wanted to improve their local presence by increasing organic and website traffic as well as clientele. At the time they signed on for our SEO services, they had just 46 keywords ranking on the first page of major search engines.

### SEO APPROACH

- ✓ We identified how potential customers were searching through extensive **keyword research**.
- ✓ We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- ✓ We ensured that all name, address and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- ✓ We developed and distributed **SEO friendly content** on relevant websites.
- ✓ We **created** and **distributed videos** about the business.

### GOOGLE ANALYTICS DATA

**278%**

Increase in Overall Website Traffic.  
**219** overall visits received in the last 3 months.

**381%**

Increase in Google Organic Sessions.  
**125** organic visits received in the last 3 months.

**41%**

Increase in Website Page Views.  
**474** page views received in the last 3 months.

## Keywords Ranking on First Page in Major Search Engines

**AFTER 3 MONTHS**

August 2020

90 days later, the website went from ranking for just 46 keywords on Page 1 of results to ranking for **149 keywords** on the first page. An increase of 224%.

**AFTER 6 MONTHS**

November 2020

They ranked on the first page of search engines for **209 keywords**. An increase of more than 354% since the beginning of the campaign.

**BY MARCH 2021**

March 2021

The momentum of the campaign was in full throttle as they now rank on the first page of search engines for **299 keywords**. An increase of more than 550%.

**Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.**